

Norwood Adam's Dirty Dozen for CTI !

Submitted by: Clarity Public Relations

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Norwood Adam have kicked off the summer with their annual fund-raising football match with CTI. Following Norwood's 8-3 drubbing of CTI last year, many had billed this game as a grudge match; a tantalising opportunity for CTI to lay the Norwood Adam ghost to rest.

As the teams squared up to each other, they found that while there was a case for both teams being tougher mentally, in certain quarters physical advantage seemed to be clearly in Norwood's favour.

While this footballing masterpiece bore uncanny resemblance to the quality on show in the recent Euro 2004 tournament, the scoreline only served to rub salt in the CTI wounds. 12-0 to Norwood.

Forty minutes in to the game and possession was evenly balanced, with flashes of inspiration from CTI's defence – who also proved to be their best attackers. The forty minute scoreline of 4-0 suggested dominance, but Norwood were not interested in easing up. They had simply been sizing up the opposition while preparing the final execution.

Norwood unleashed a torrent of unrelenting attacks in the last 20 minutes of the game. This culminated in eight further goals of undisputed quality, crafted from defence through midfield and with some very cultured wide play from Norwood's showboating wingers.

Sven would kick himself for missing the opportunity to watch Norwood demonstrate how the 4-4-2 formation should be deployed, while Wayne Rooney might have learned a thing or two should he have seen Ben Burns' dazzling display resulting in three assists and three goals.

Man of the Match and top scorer of five sublime goals went to Jigorta "Zidane" Bakhta. Simulating Zi Zi, he cut through CTI's midfield like a hot knife through butter, remorseless in his ability to find the killer pass or to hit the target from range.

Putting this all into perspective, CTI ran out of puff – before they got to the game – and Norwood used the smell of the barmaid's apron as the inspiration they needed to put the final nail into CTI's coffin... until next time.

Proceeds of the match have assisted one of the UK's most talented up and coming Taekwon Do athletes to take part in the World Championships in Malaysia, dubbed the Olympics of the International Taekwon Do Federation.

About Norwood Adam Distribution

Norwood Adam Distribution (www.norwood-adam.com) is the foremost value-added distributor to the UK channel for convergence technologies, providing voice, data, LAN and WAN solutions and applications for corporate customers and enterprises of all sizes. Focusing on "Bringing Networks Together" Norwood Adam provides a service that enables resellers to sell solutions in an easy and stress-free manner while adding more value to the end-user.

Norwood Adam's partners have access to an unparalleled set of services from support to management of technology – fully supported by an 'always on' 24x7x365 operation. This provides clear differentiation for the reseller, and in turn significant business benefits to the customer. Together with unique distribution relationships with world leaders such as Alcatel and BT, this unrivalled pre and post sales support has earned Norwood Adam the valued trust of resellers and service providers throughout the UK.

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